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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/542,517	04/03/2000	Rabindranath Dutta	AUS000061US1	4595
7590	01/09/2004		EXAMINER	
BRACEWELL & PATTERSON LLP INTELLECTUAL PROPERTY LAW PO BOX 969 AUSTIN, TX 78767-0969			BLAIR, DOUGLAS B	
			ART UNIT	PAPER NUMBER
			2142	/0
DATE MAILED: 01/09/2004				

Please find below and/or attached an Office communication concerning this application or proceeding.

<b>Advisory Action</b>	<b>Application No.</b>	<b>Applicant(s)</b>
	09/542,517	DUTTA, RABINDRANATH
	<b>Examiner</b>	<b>Art Unit</b>
	Douglas B Blair	2142

--The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

THE REPLY FILED 23 December 2003 FAILS TO PLACE THIS APPLICATION IN CONDITION FOR ALLOWANCE. Therefore, further action by the applicant is required to avoid abandonment of this application. A proper reply to a final rejection under 37 CFR 1.113 may only be either: (1) a timely filed amendment which places the application in condition for allowance; (2) a timely filed Notice of Appeal (with appeal fee); or (3) a timely filed Request for Continued Examination (RCE) in compliance with 37 CFR 1.114.

**PERIOD FOR REPLY [check either a) or b])**

a)  The period for reply expires 3 months from the mailing date of the final rejection.  
 b)  The period for reply expires on: (1) the mailing date of this Advisory Action, or (2) the date set forth in the final rejection, whichever is later. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of the final rejection.  
 ONLY CHECK THIS BOX WHEN THE FIRST REPLY WAS FILED WITHIN TWO MONTHS OF THE FINAL REJECTION. See MPEP 706.07(f).

Extensions of time may be obtained under 37 CFR 1.136(a). The date on which the petition under 37 CFR 1.136(a) and the appropriate extension fee have been filed is the date for purposes of determining the period of extension and the corresponding amount of the fee. The appropriate extension fee under 37 CFR 1.17(a) is calculated from: (1) the expiration date of the shortened statutory period for reply originally set in the final Office action; or (2) as set forth in (b) above, if checked. Any reply received by the Office later than three months after the mailing date of the final rejection, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

1.  A Notice of Appeal was filed on \_\_\_\_\_. Appellant's Brief must be filed within the period set forth in 37 CFR 1.192(a), or any extension thereof (37 CFR 1.191(d)), to avoid dismissal of the appeal.  
 2.  The proposed amendment(s) will not be entered because:  
 (a)  they raise new issues that would require further consideration and/or search (see NOTE below);  
 (b)  they raise the issue of new matter (see Note below);  
 (c)  they are not deemed to place the application in better form for appeal by materially reducing or simplifying the issues for appeal; and/or  
 (d)  they present additional claims without canceling a corresponding number of finally rejected claims.

NOTE: \_\_\_\_\_.

3.  Applicant's reply has overcome the following rejection(s): See Continuation Sheet.  
 4.  Newly proposed or amended claim(s) \_\_\_\_\_ would be allowable if submitted in a separate, timely filed amendment canceling the non-allowable claim(s).  
 5.  The a) affidavit, b) exhibit, or c) request for reconsideration has been considered but does NOT place the application in condition for allowance because: See Continuation Sheet.  
 6.  The affidavit or exhibit will NOT be considered because it is not directed SOLELY to issues which were newly raised by the Examiner in the final rejection.  
 7.  For purposes of Appeal, the proposed amendment(s) a) will not be entered or b) will be entered and an explanation of how the new or amended claims would be rejected is provided below or appended.

The status of the claim(s) is (or will be) as follows:

Claim(s) allowed: \_\_\_\_\_.

Claim(s) objected to: \_\_\_\_\_.

Claim(s) rejected: \_\_\_\_\_.

Claim(s) withdrawn from consideration: \_\_\_\_\_.

8.  The drawing correction filed on \_\_\_\_\_ is a) approved or b) disapproved by the Examiner.

9.  Note the attached Information Disclosure Statement(s) ( PTO-1449) Paper No(s). \_\_\_\_\_.

10.  Other: The 35 U.S.C. 132 objection is withdrawn.

Continuation of 3. Applicant's reply has overcome the following rejection(s): The 35 U.S.C. 112 first paragraph is withdrawn in view of the applicants' argument that such features in question were well known in the art at the time of the applicants' invention.

Continuation of 5. does NOT place the application in condition for allowance because: The applicant argues that Griebelnow does not teach "electronically transmitting a second issue of said serial publication to said subscriber only after determining that said first issue has been opened". However, In Figure 7 step 130 (col. 9, lines 49-59) teaches a step for determining whether an inclusion criterion has been met. This criterion is generated by the consumer's computer based on whether the advertisement is viewed (col. 5, lines 66-67 and col. 6, lines 1-12). An advertisement can be a serial publication itself (for example a series of advertisements) and in this the Griebelnow invention the advertisements are attached to a serial publication. Furthermore the previously cited Stumm reference (U.S. Patent Number 5,768,528) teaches the subject matter of claims 1, 8, and 15 (See Figure 4 and col. 6, lines 19-46). As to the arguments regarding Hoyle, the cookie described by Hoyle in the previously cited section is sent when the client system is software is utilized .



JACK B. HARVEY  
SUPERVISORY PATENT EXAMINER